# BRIGHT_TV VIEWERSHIP ANALYSIS

## Data Acqusition

- Raw data from BrightLearn
- Two sheets: UserProfile & Viewership

## Data Preparation

- Split sheets → individual datasets
- Saved as CSV files
- Cleaned data: removed spaces, replaced ";" with ","
- Ready for Snowflake loading

## Prepare Processed Data

- Cleaned labels (None → Unknown, capitalization)
- Converted month numbers → names in Excel
- Created graphs for analysis
- Saved graphs as images for Canva

## Data Loading

- Loaded CSVs into Snowflake
- Merged datasets (Left Join on UserID)

## Presentation Report (CANVA)

- Uploaded graphs
- Compiled structured report

## Data Transformation

- Converted timestamps: date, time, day, month
- Created metrics: total sessions, total/avg duration
- Defined buckets: time of day, duration, age groups
- Retained demographics: gender, race, province
- Aggregated by: UserID, Channel, Date, Time, Duration, Demographics

## Dashboards Creation (Databricks)

Non-Interactive Dashboards:
- Usage Trend Dashboard
- Factors Influencing Consumption
- Demographics Dashboard